



WKMG

ORDER

Print Date 10/03/12

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Flight Dates 10/03/12-10/09/12

Contract / Revision 261098 /

Original Date / Revision
10/03/12 10/03/12

Advertiser POL/Mitt Romney/RNC/R/Pr

New till 07/18/13

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Product
RNC-ROMNEY

Agency Com 15%

Billing Contact

138 Conant Street
Beverly, MA 01915

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 464

Alt Order # 06362200

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Issue

Priority P-2

Advertiser Ref

Primary Account Executive

Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 91350

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	92	\$77,647.50	\$91,350.00	0.00	10/01/12	10/09/12	92	\$77,647.50	\$91,350.00
Totals	92	\$77,647.50	\$91,350.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WKMG	10/08/12	10/09/12	Morn News at 6a Morn News at 6a	CM	6-7a	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$600.00		0.00			
E 2	WKMG	10/04/12	10/05/12	Morn News at 6a Morn News at 6a	CM	6-7a	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					2	\$600.00		0.00			
E 3	WKMG	10/04/12	10/06/12	CBS This Morning The Early Show	CM	7-9a	---TF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--					3	\$450.00		0.00			
E 4	WKMG	10/08/12	10/09/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Flight Dates 10/03/12-10/09/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser POL/Mitt Romney/RNC/R/P Product RNC-ROMNEY

Estimate # 464

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WKMG	10/08/12	10/09/12	CBS This Morning The Early Show	CM	7-9a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		4				\$450.00		0.00			
E 5	WKMG	10/04/12	10/05/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	---TF--	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$300.00		0.00			
E 6	WKMG	10/08/12	10/09/12	9-10a Rachael Ray Rachael Ray	CM	9-10a	MT-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$300.00		0.00			
E 7	WKMG	10/04/12	10/05/12	11-12p Price Is Right Price Is Right	CM	11a-12p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$1,200.00		0.00			
E 8	WKMG	10/08/12	10/09/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$900.00		0.00			
E 9	WKMG	10/04/12	10/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	---TF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$850.00		0.00			
E 10	WKMG	10/04/12	10/05/12	1230-2p CBS Soaps Soaps	CM	12:30-130p (12:30 PM-1:30 PM)	---TF--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$850.00		0.00			
E 11	WKMG	10/08/12	10/09/12	1230-2p CBS Soaps Soaps	CM	12:30-130p (12:30 PM-1:30 PM)	MT-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$900.00		0.00			
E 12	WKMG	10/08/12	10/09/12	2-3p The Talk The Talk	CM	2-3p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$600.00		0.00			
E 13	WKMG	10/04/12	10/05/12	2-3p The Talk The Talk	CM	2-3p	---TF--	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$400.00		0.00			
E 14	WKMG	10/08/12	10/09/12	3-4p Doctors The Doctors	CM	3-4p	MT-----	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	MT-----		2				\$350.00		0.00			
N 15	WKMG	10/04/12	10/05/12	3-4p Doctors The Doctors	CM	3-4p	---TF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---TF--		2				\$350.00		0.00			
N 16	WKMG	10/04/12	10/05/12	4-430p Extra Extra	CM	4-430p	---TF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
N 17	WKMG	10/08/12	10/09/12		CM	4-430p	MT-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00



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Flight Dates 10/03/12-10/09/12

Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser POL/Mitt Romney/RNC/R/P Product RNC-ROMNEY

Estimate # 464

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4-430p Extra Extra															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$450.00		0.00			
N 18	WKMG	10/08/12	10/09/12	430-5p Inside Edition Inside Edition	CM	430-5P	MT-----	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$550.00		0.00			
N 19	WKMG	10/04/12	10/05/12	430-5p Inside Edition Inside Edition	CM	430-5P	---TF--	:30	2	\$550.00	P-2	0.00	NM	2	\$1,100.00
N 20	WKMG	10/04/12	10/05/12	News at 5p News at 5p	CM	5-530p	---TF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
N 21	WKMG	10/08/12	10/09/12	News at 5p News at 5p	CM	5-530p	MT-----	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$750.00		0.00			
N 22	WKMG	10/08/12	10/09/12	News at 6p News at 6p	CM	6-630p	MT-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$1,000.00		0.00			
N 23	WKMG	10/04/12	10/05/12	News at 6p News at 6p	CM	6-630p	---TF--	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
N 24	WKMG	10/04/12	10/05/12	News at 7p News at 7p	CM	7-7:30p	---TF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
N 25	WKMG	10/08/12	10/09/12	News at 7p News at 7p	CM	7-7:30p	MT-----	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$1,200.00		0.00			
N 26	WKMG	10/04/12	10/05/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	---TF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
N 27	WKMG	10/08/12	10/09/12	M-F 7:30-8p Inside Ed Inside Edition	CM	730-8p	MT-----	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$1,200.00		0.00			
N 28	WKMG	10/04/12	10/05/12	M-F 11p News M-F 11p News	CM	11-1135p	---TF--	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
N 29	WKMG	10/08/12	10/09/12	M-F 11p News M-F 11p News	CM	11-1135p	MT-----	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					4	\$1,700.00		0.00			
N 30	WKMG	10/04/12	10/05/12	M-F David Letterman David Letterman	CM	1136p-1238a	---TF--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
N 31	WKMG	10/08/12	10/09/12	M-F David Letterman David Letterman	CM	1136p-1238a	MT-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----					2	\$700.00		0.00			
N 32	WKMG	10/06/12	10/06/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
N 33	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00



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Hiatus Dates

Original Date / Revision 10/03/12/ 10/03/12

Order Sep 00:20:00

Advertiser **POL/Mitt Romney/RNC/R/P** Product **RNC-ROMNEY**

Estimate # **464**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 33	WKMG	10/07/12	10/07/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
N 34	WKMG	10/07/12	10/07/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
N 35	WKMG	10/07/12	10/07/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----S	:30	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
N 36	WKMG	10/07/12	10/07/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
N 37	WKMG	10/07/12	10/07/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
N 38	WKMG	10/07/12	10/07/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
														Totals	
														92	\$91,350.00

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 10/01/12	10/07/12	-----S	1	\$1,700.00	0.00